

# **Alvaro Gonzalez-Alorda**

**Professor of Innovation at ISEM Fashion Business School**

Madrid, , ES

Professor of innovation at ISEM Fashion Business School. International consultant and speaker. Last book: THE TALKING MANAGER.

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## **Biography**

>> Alvaro González-Alorda is a professor of Innovation at ISEM Fashion Business School, an associate professor at Instituto de Empresa and a visiting professor in nine other business schools in Spain and America. He studied at the University of Navarra and at IESE Business School, and completed a period of research at Harvard Business School.

>> He is a specialist in innovation and in the transformation of companies. He has collaborated with more than 100 companies in 20 countries. In addition to his lecturing, he works as a facilitator for management teams, as an international speaker and as a coach for managers. He is the author of the books *Los próximos 30 años* (Alienta, 2010) and *The Talking Manager* (Alienta 2011).

>> Topics for conferences, seminars and workshops:

- Innovation
- Change Management
- Leadership
- Marketing
- Service
- Retail

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## **Availability**

Keynote, Workshop, Author Appearance

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## **Industry Expertise**

Management Consulting, Corporate Training, Corporate Leadership

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